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IN MARCH 21, 1867, the firm of Adam, Meldrum & Whiting began business in Buffalo. The modest store opened in the American Block on that day by Mr. R. B. Adam and his partners was the beginning of the present business, of which Mr. R. B. Adam and which now requires the occupation of the entire American Block.

1571

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BUFFALO & ERIE COUNTY HISTORICAL SOCIETY  
25 NOTTINGHAM COURT  
BUFFALO, NY 14216

THE  
BUFFALO  
HISTORICAL  
MUSEUM

# A SOUVENIR

\* In presenting this souvenir to the ladies and gentlemen of Buffalo, who honor us by their custom and good will, we beg to express to them our appreciation of their patronage. \* \* \* \* \*

\* Thirty years have made great changes in this store, but the principles which govern the business have remained the same. \* Our purpose has been, and our purpose now is, to keep in the front rank of modern stores; to sell reliable merchandise at reasonable prices, and to deserve an ever increasing business, by making our store a pleasant and satisfactory place at which to transact business. \* \* \* \* \*

Adam, Meldrum & Anderson Co.



THE  
BUFFALO  
HISTORY  
MUSEUM



JM & CO., 1871.



## THE AMERICAN BLOCK.



THE ACCOMPANYING PICTURE was photographed in 1896. It shows the growth of thirty years of a successful business, which under able management has kept pace with the increase of Buffalo's population, and with the demands of the time. From 1867 to May, 1896, the population of Buffalo increased from 110,000 inhabitants to 354,250. During these years the business has prospered and upheld its business motto—"Second to None!"

The American Block Building, 396 to 408 Main Street and 209 to 219 Pearl Street, now entirely occupied by Adam, Meldrum & Anderson Co., has a frontage on Main Street of 135 feet. The main floor extends through to Pearl Street, a distance of 232 feet, and is used entirely for retail purposes. The upper floors fronting on Main Street, and the basement, are also used for retail purposes. The floors facing Pearl Street, separated from the Main Street front by skylights, are used for the wholesale business, which in addition requires as a storage warehouse a large six-story building nearby on Express Street.

The number of employees has increased to over six hundred; and the retail business comprises more than sixty separate departments, each of which is in charge of an experienced and competent buyer and manager, who, with the facilities of our New York and foreign offices, is able to sustain the high reputation of the company as the leading dealers of Buffalo in the best classes of merchandise.

The following pages constitute a moderate description of the various departments of the retail store, and the photographs give a splendid idea of the location and extent of each stock.





ADAM, MELDRUM & ANDERSON CO., 1896

To the great majority of Buffalo people, the broad aisles of this store are as familiar as were the streets of London to Charles Lamb. Lamb loved the streets, delighted in the life and stir of busy London, watched with wonder the ever-changing stream of human faces, and peered with curiosity into the shop windows. The aisles of this store, thronged daily by thousands of women, men and children, are but small streets; and the life of a city is represented on a small scale by the community within the walls of the American Block. The scene is always an

interesting one, and, as we have said, is a familiar one to many of you.

But we ask our readers who are not familiar with the store interior to follow our description—the bare details of which are illuminated by the camera of Mr. G. A. Dressel of this city, and by the printing works of The Matthews-Northrup Co.

Upon entering the store at the north entrance, the one nearest Court Street, the first department on the right is the main floor millinery department, where there is a continual display of French



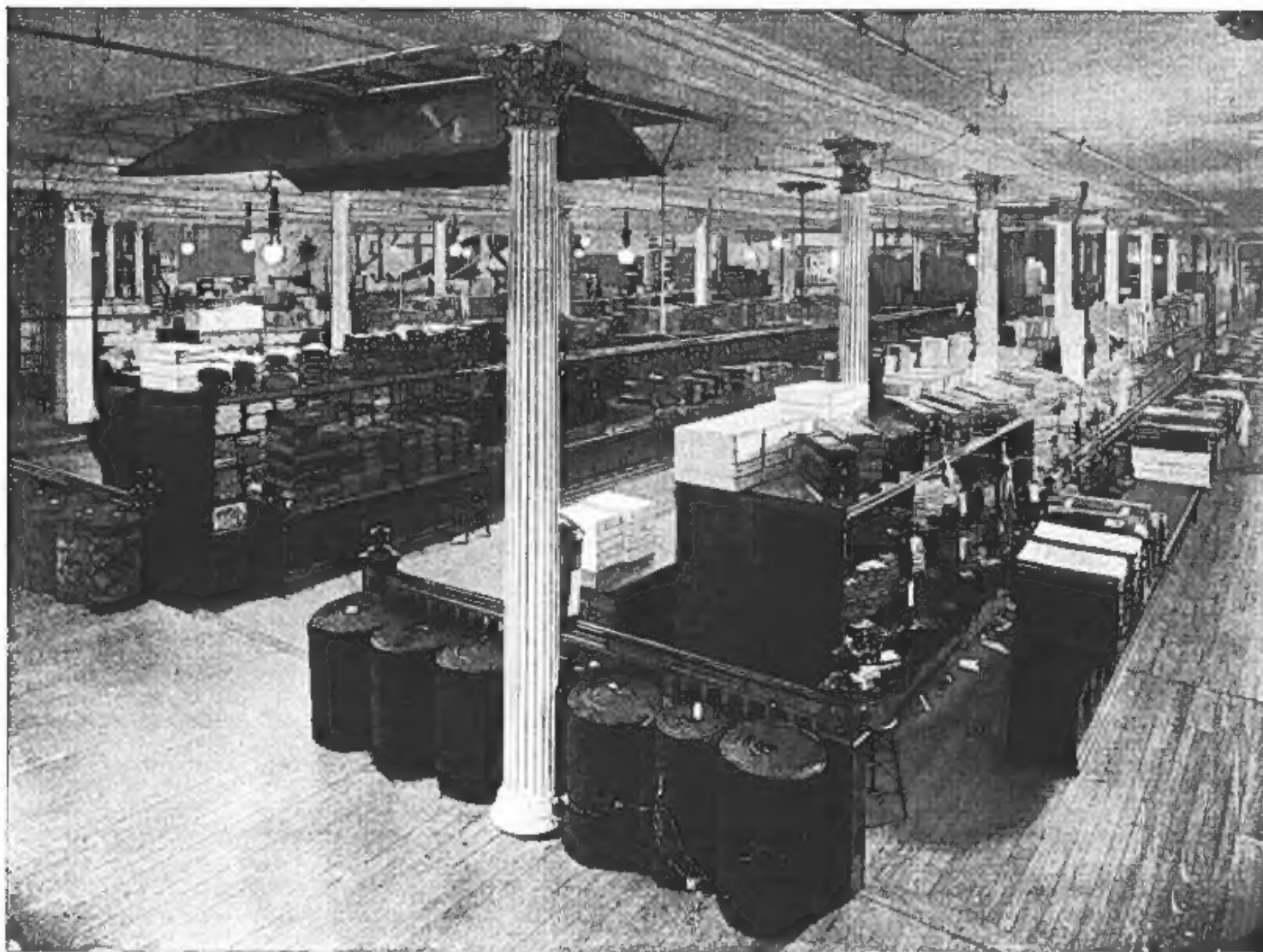
ENTRANCE TO ELEVATORS.

flowers, feathers, and untrimmed hats. Glass counters, glass cases, and mirrors, with the profusion of bright-colored millinery, make this a most attractive corner. The illustration on this page shows the millinery; the location of the two large passenger elevators, and the aisle from the outside doors.

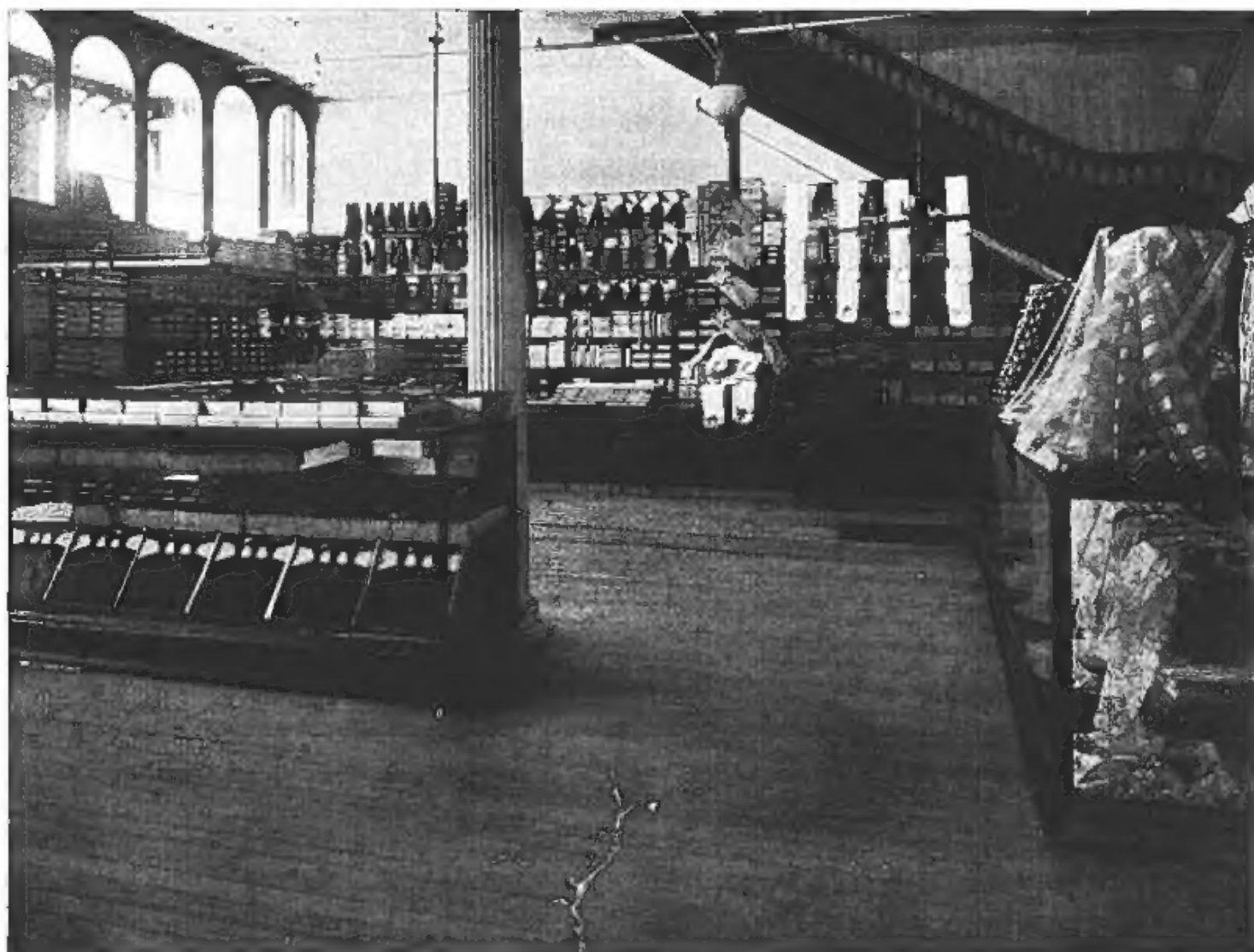
Walking through the elevator aisle, back from the elevators, we have on the left a continuation of the main floor millinery—a long counter with hats, feathers and flowers; and on the right the Butterick paper pattern department.







MAIN FLOOR FROM CARPET ROOM.



South  
Entrance.

GENTLEMEN'S FURNISHINGS.

LACES.







LACE, SILK AND DRESS GOODS AISLE.

Let us now retrace our steps, and enter the store at the south entrance, the one nearest Eagle Street. To the left is the gentlemen's furnishing department (see page 8). The display of stylish articles for men's wear is one of the features of the store, and the department has a great reputation for fashionable neckwear, and for perfect-fitting, ready-made, and made-to-order shirts. There may be "virtue in an old cravat," but there is no virtue in a shirt that does not fit. There are no misfits in this department.

Page 9 looks from the south entrance, *past* the furnishing department on the left, and *past* the glass counter of the veiling stock on the right, and gives a good impression of the lace, silk and colored dress goods aisle. The connecting aisle between the two entrances is pictured on the opposite page, showing the gentlemen's furnishing stock near the south entrance in the distance. This aisle is a straight line to the elevators already shown, and brings us again to the north entrance, on the left of which, as one enters, is the confectionery department. The alcove directly back of the candy counter is also used for the sale of candy, and of Lipton's famous tea.



TEA DEPARTMENT

We have become used to the strange innovation of such things as tea and candy in a dry goods store. The change of the old-fashioned dry goods houses into modern department stores has been gradual. Cloaks, millinery, shoes and every article of dress have been added to dress goods, silks and underwear; beds, bedding, toilet articles and every article of use for the home and the boudoir have been added to linens, napery, cottons, notions and smallwares. Carpets and draperies have branched into cabinet furniture, upholstery, and the entire business of the decoration of the home interior. Bazar goods and Christmas specialties have developed into regular departments of china,





CONFECTIONERY

aisle across front

RIBBONS



glass, toys, silverware leather goods and such desirable departments. The changes here have not been radical, but a harmonious combination of departments has been achieved.

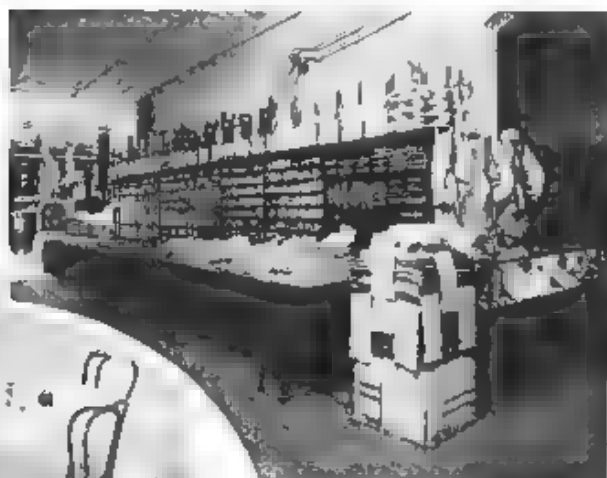
"Far away beyond her myriad coming changes earth will be  
Something other than the wildest modern dreams of you or me."

So also may be the stores of the future. But, to continue with the present, as applied to ourselves, this spring, 1897, we have added one new department to our business that of dressmaking. We have every facility for the successful accomplishment of this natural branch of our business, and we employ the highest talent.

The next few pages show the dress goods and silk departments, and the centre aisle across the store. Dress goods and silks may be said to be the foundation of the dry goods business. To make the purchases of each different season, thousands of fabrics must be handled; the tendency of the fashions and the merits of the home and foreign manufacturers

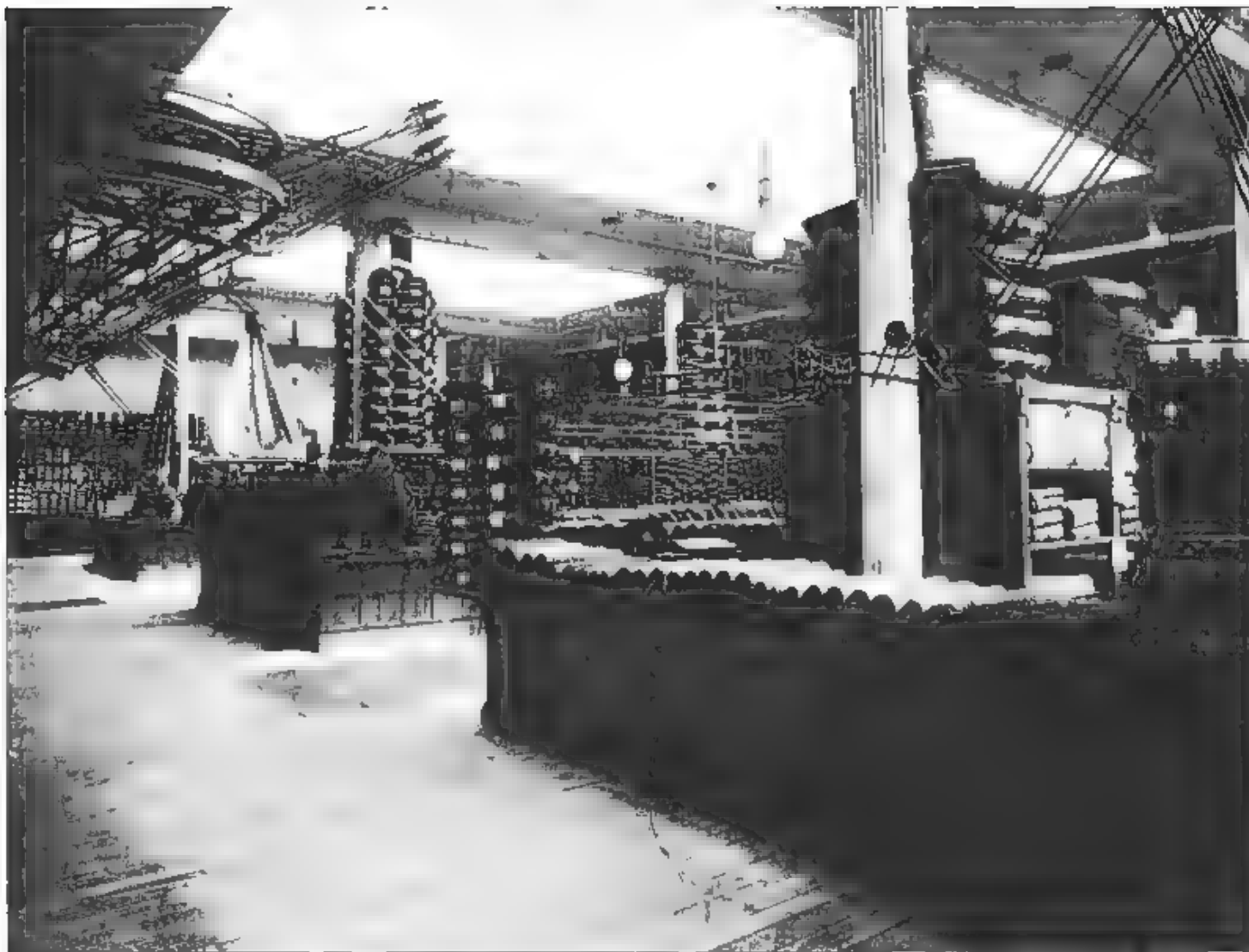
must be carefully studied. Our local buyers are men of much experience. Our New York office keeps us in touch with the home markets, and our foreign offices, by mail and cable, advise us of the caprices of fashion, of the state of the foreign markets, and place our direct importations with the best of foreign manufacturers.

Linens, handkerchiefs, hosiery, underwear, gloves and laces are purchased with the same care. The resources of business at our command are unequalled, and the high standard of the value of our merchandise is never lowered.



LINEN DEPARTMENT





BLANK

CHURCH

HALF AISLE AG. 1009 CEN. 15

THE  
BUFFALO  
HISTORY  
MUSEUM



aisle across centre







ARGENTINE CENTRE



LACE DEPARTMENT

SLK DEPARTMENT





DRESS GOODS & SILKS

SEAS VESTS



To go into the detail of each department would be tedious. Let us pass the art goods, the notions and dress trimmings, the plain but necessary cotton and lining stocks, and rather investigate the fancy departments seen on the opposite page. This entire section has been furnished in the most modern manner with glass counters and glass cases.

The umbrella display is a model one. The glass case fixtures shown in this little sketch have a capacity of two thousand umbrellas, and they are fitted with pasteboard tubes which keep the umbrellas apart and in perfect condition.

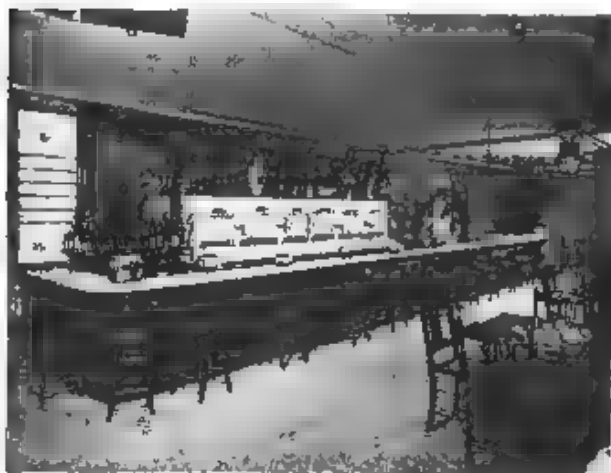
Opposite and extending beyond the umbrellas a double row

of glass cases (see pages 19 and 21) is used for the sale of fans, jewelry, toilet articles, purses and stationery novelties. The toilet articles comprise soaps, perfumes, brushes, combs and the thousand-and-one things that are necessary for the modern woman's or man's toilet.

The handsomest and largest soda fountain in Buffalo is at the foot of the ten feet wide staircase shown on the next page. We serve every variety of pure and wholesome beverages.



UMBRELLA DEPARTMENT



SODA FOUNTAIN RAISE

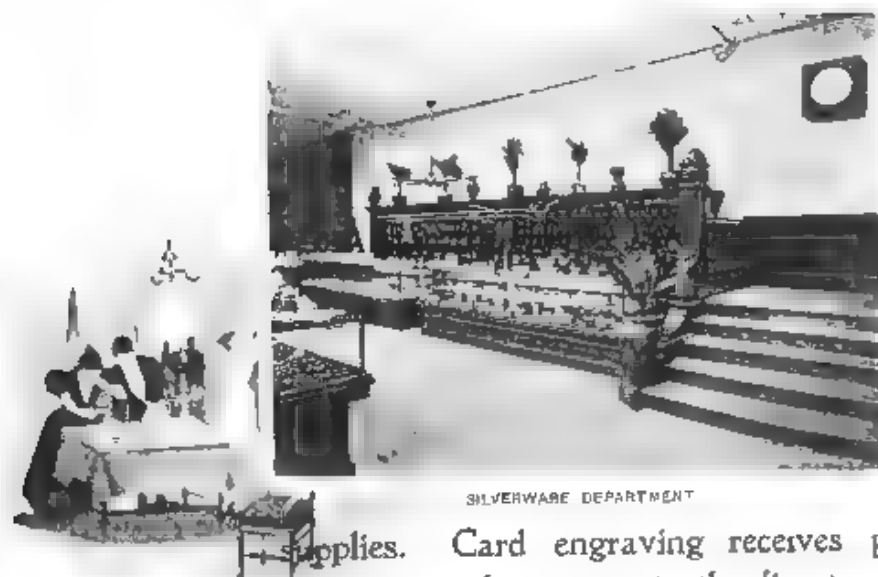




440 B. 1000

441 B. 1000

EVERHART JEWELRY & ART ARTICLES



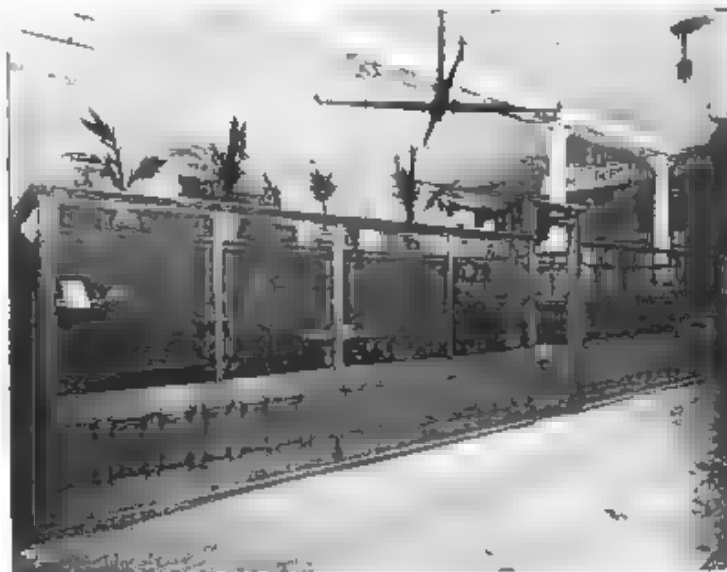
SILVERWARE DEPARTMENT

supplies. Card engraving receives prompt attention, and we execute the finest work at most moderate charges.

The silverware department is one of the ornaments of the store, but a useful ornament. The stock is rich in novelties, and in variety of tableware in both plated and sterling silver.

In this section of the main floor are the offices of Mr. R. B. Adam, President; Mr. R. B. Adam, Jr., Secretary; Mr. T. M. Gibson, Manager of the Retail Dry Goods Department; and Mr. M. Benson, Manager of the Carpet Department.

A number of years ago we introduced popular-priced books into Buffalo. This was the beginning of our large and extensive book department. Now we have in stock the standard works of history, poetry and fiction, and the new books of the day are on our counters as soon as they are published. We have a great selection of juvenile books, art gift books, bibles and prayer books. The magazines and periodicals of the week or month are always on sale. In stationery, the stock comprises a great many varieties of the best styles of writing papers, desk and school



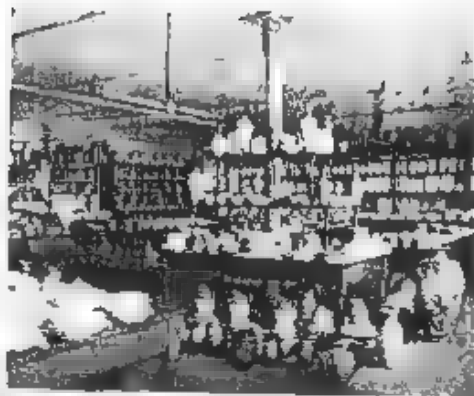
OFFICES ON MAIN FLOOR





BOOKS AND STATIONERY

TOILET ARTICLES



GROCERIES DEPARTMENT

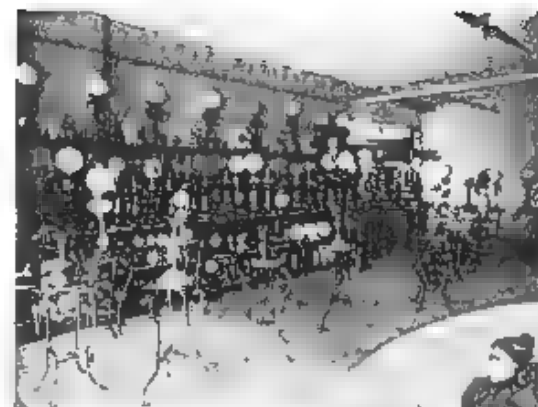
## The Basement.

THE basement has been recently refitted for china, glass, lamps, clocks, bric-a-brac, trunks, valises, satchels and leather goods; also for departments of toys, dolls and games.

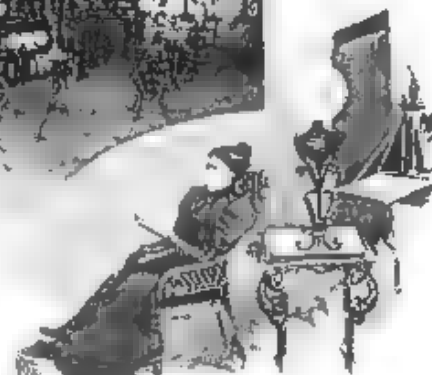
The china department is a large one, and the best potteries of the world are represented on our counters. The stock consists of

dinner, dessert, breakfast and tea services; also every description of table and ornamental glass, bedroom ware, and all kinds of crockery for kitchen use. The lamp and clock section is bright with the gleam of polished brass, and artistic in its arrangement of beautiful lamps and clocks.

The leather goods stock comprises trunks, valises, portmanteaus, dress suit cases, ladies' and gentlemen's hat boxes, traveling bags, satchels, and a variety of minor articles. Here also is a splendid line of imported Scotch traveling rugs for ocean travel and for carriage use.



LAMP DEPARTMENT



LEATHER DEPARTMENT



CHINA, GLASS, JEWELRY  
BASEMENT



CARPET DEPARTMENT





RUG DEPARTMENT

## Carpets and Rugs.



THE FIRST CARPET sold by Adam, Meldrum & Co. was sold March 1, 1871. Since 1871 the business has grown rapidly, and it now needs for its purposes the large floor space of the first and second Pearl-street floors.

New patterns in carpets are constantly appearing, and all the newest patterns and all the exquisite colors of art are among the great collection of our stock.

Among rugs, the beauty of the antique Oriental rugs reigns supreme, although many modern rugs are sold, and rugs made of carpets and borders are extremely popular. We have constantly on hand a great number of choice antique Oriental rugs, importing them from time to time through our foreign offices. Choice antiques are now of considerable rarity, and no floor coverings have more value.

## Drapery and Upholstery.

The drapery of windows, walls and doors is an art of great importance. Whiten the walls of a room, and remove the curtains, and no matter how elegant the rest of the furnishings might be, the room would look as dreary as a desert. Again, if the decorations of the walls, windows and doors of a room are not in harmony with the carpets and furniture, there is no pleasure within its walls. So much depends upon the art of drapery.

We are qualified by long experience, and by the facilities of our large department with its vast stock of beautiful fabrics, to offer at any time the latest ideas about house interior decorations. The same can be said of upholstery. We have experienced salesmen and experienced workmen; and the great amount of decorative and upholstery work that we do is proof of our ability in this branch of our business.



DINING AND UPHOLSTERY DEPARTMENT

## Cloaks and Millinery.



THE man who does not admire a charming cloak and a becoming bonnet upon a woman is fit for treasons. We have now reached that part of the store where beauty and fashion alone hold court. The cloak and millinery parlors are first in elegance, first in the fashion of garments and hats, and, like the famous Scots Greys, the gallant regiment of dragoon guards from whose motto we take ours, "second to none" in the hearts of the ladies.

The cloak and millinery parlors occupy the entire first floor. The opening days of each new season in these departments are marked events, and we are always the first to show the new styles of the coming seasons.



On the left of the hallway passing from the cloaks to the millinery are two large sections not shown in the photographs. These are the ready-made dress and suit departments, which, of latter years, have become of great importance. Outing suits and bicycle suits in the season are a prominent part of the suit stock.

In the millinery parlors there is much to admire. The room itself is perfect in its appointments, and harmonious in its decorations. The hats and bonnets are in the latest Paris, London and New York fashions, and on opening days the scene is one of great beauty, and an occasion of note in Buffalo society.





CLOAKS, SUITS, ETC.  
FLOOR



C. VAN ANT SU T PARLORS

F. 1



HALL BETWEEN CLOAKS AND MILLINERY



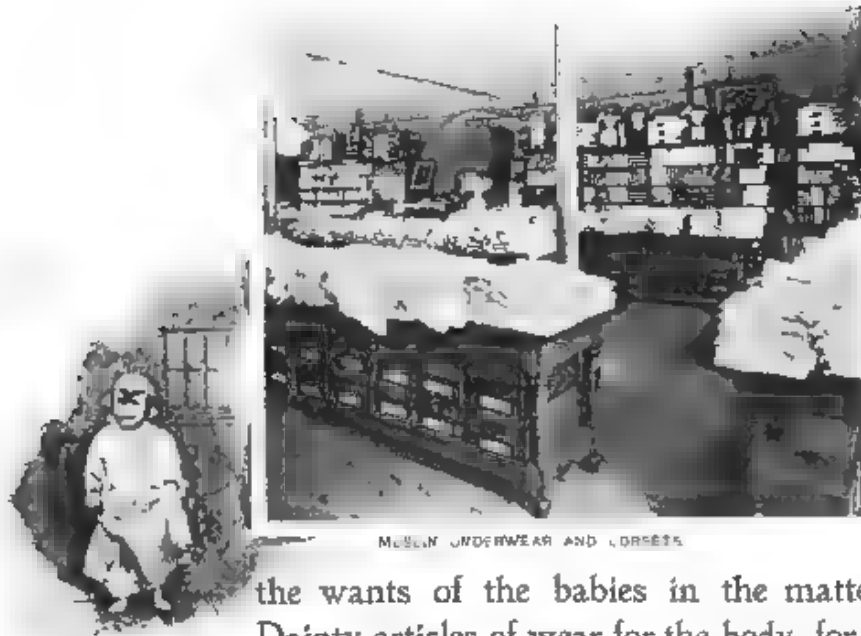
V PARLORS





MILLINERY PARLORS

FIRST F.



MUSLIN UNDERWEAR AND CORSETS

the wants of the babies in the matter of dress. Dainty articles of wear for the body, for the feet, for the head are here in many kinds, and some of the choicest things reach the acme of luxury.

### The Third floor.

One section of this floor is occupied by the dressmaking department, another section by the ladies' waist and skirt department, and the balance of the floor by the retail and wholesale counting room, cashier's office and the office of Mr. William Anderson, Treasurer.

### The Second floor.

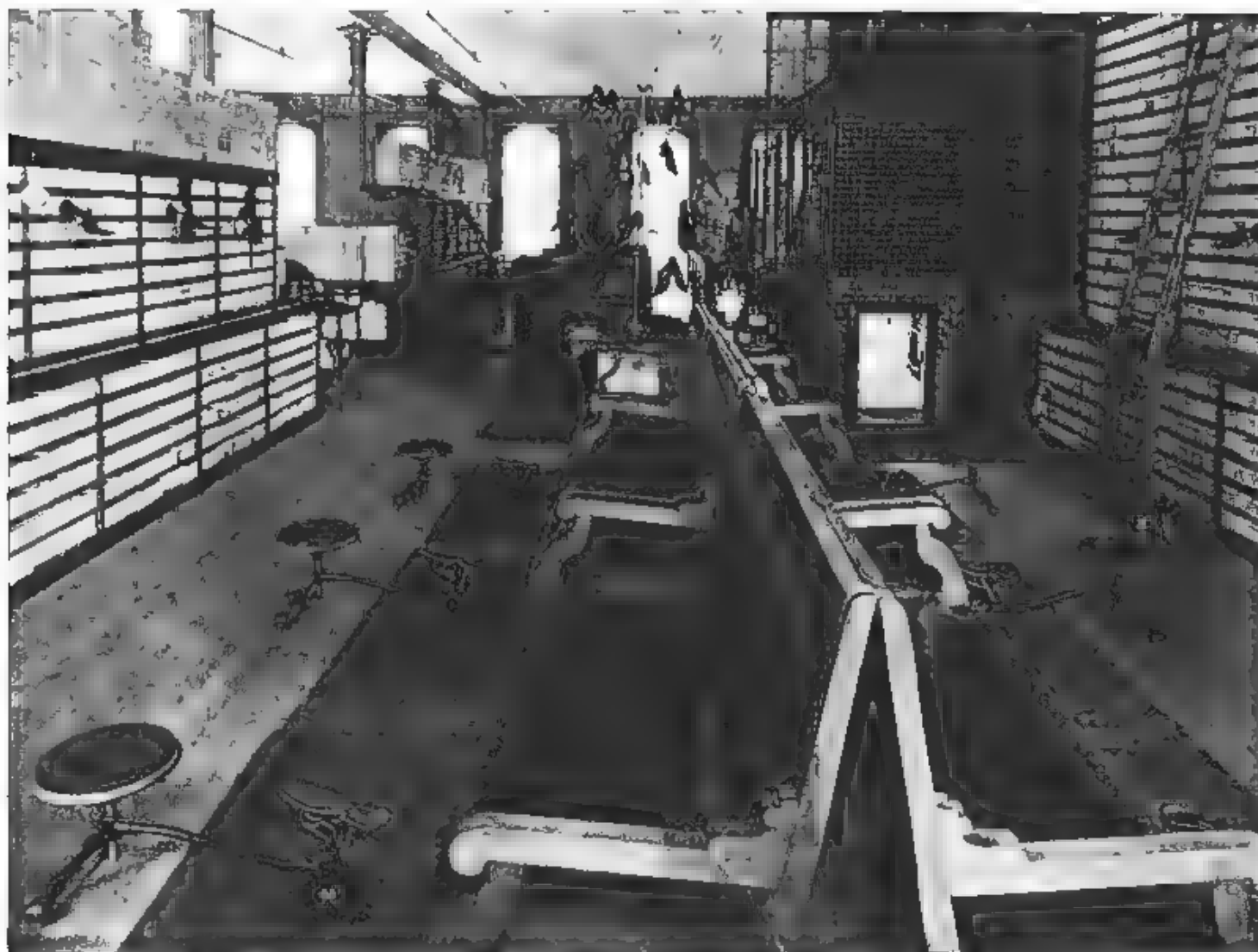
THE second floor is occupied by the ladies' shoe department, the bed and bedding department, the corset and muslin underwear departments, the infants' outfitting department, six fitting rooms, and an octagon mirror room for showing fabrics and evening costumes by artificial light.

The elevators open into the ladies' shoe department as shown in the opposite illustration. This department can meet any demand for ladies' and children's shoes of quality, comfort and style.

The infants' department is a bazar to supply



OFFICES ON THIRD FLOOR



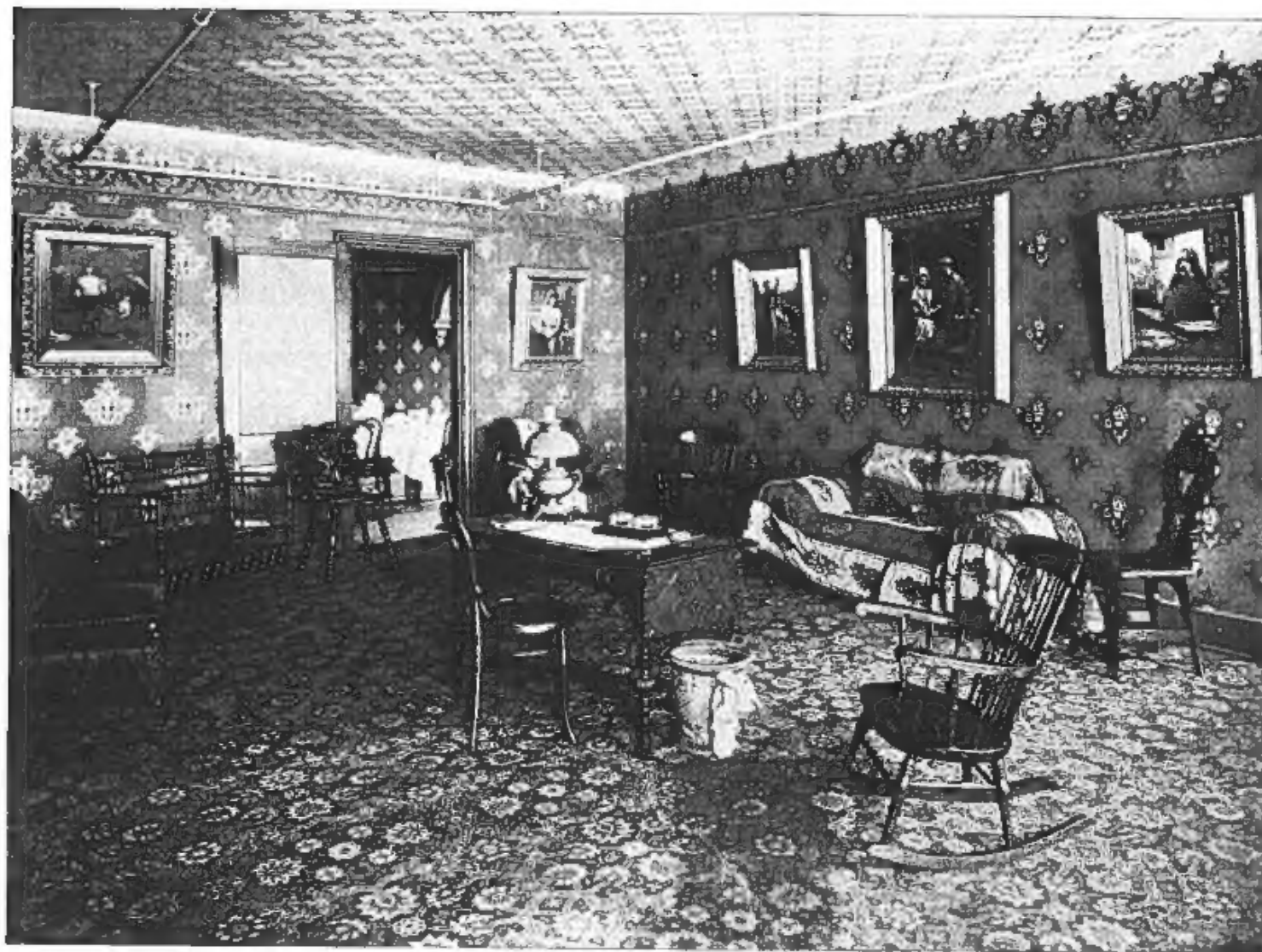
LADIES' SHOE DEPARTMENT

8th Floor



LUNcheon AND REFRESHMENT ROOM





LADIES' PARLOR AND WRITING ROOM.

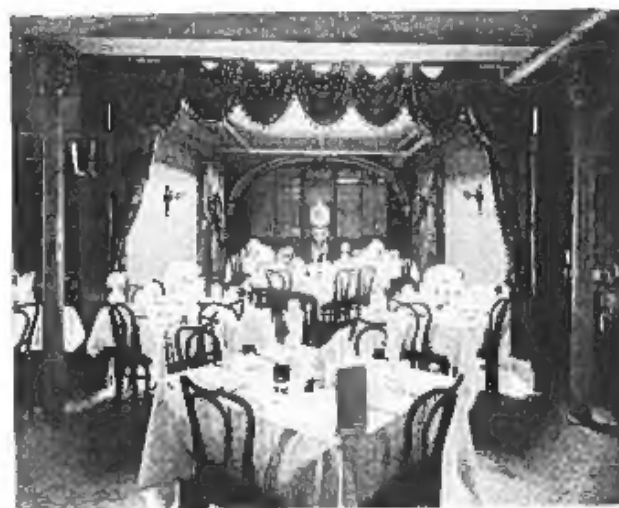
(Fourth Floor.)

## Café and Luncheon Room.

"But hark! the chiming clocks to dinner call."

THE CAFÉ is a convenient luncheon and refreshment room for ladies and gentlemen. Ladies from out of town; ladies who are down town shopping; and gentlemen from their offices and places of business, easily find their way to its comforts and conveniences. Luncheon, dinner and refreshments are ready from 10 A. M. to 5.30 P. M., and we have excellent cooking, the best attendance, seasonable variety and low prices.

The ladies' parlor and writing room, lavatory and toilet rooms adjoin the café, as shown in the preceding photograph.



A SECTION OF THE CAFÉ.



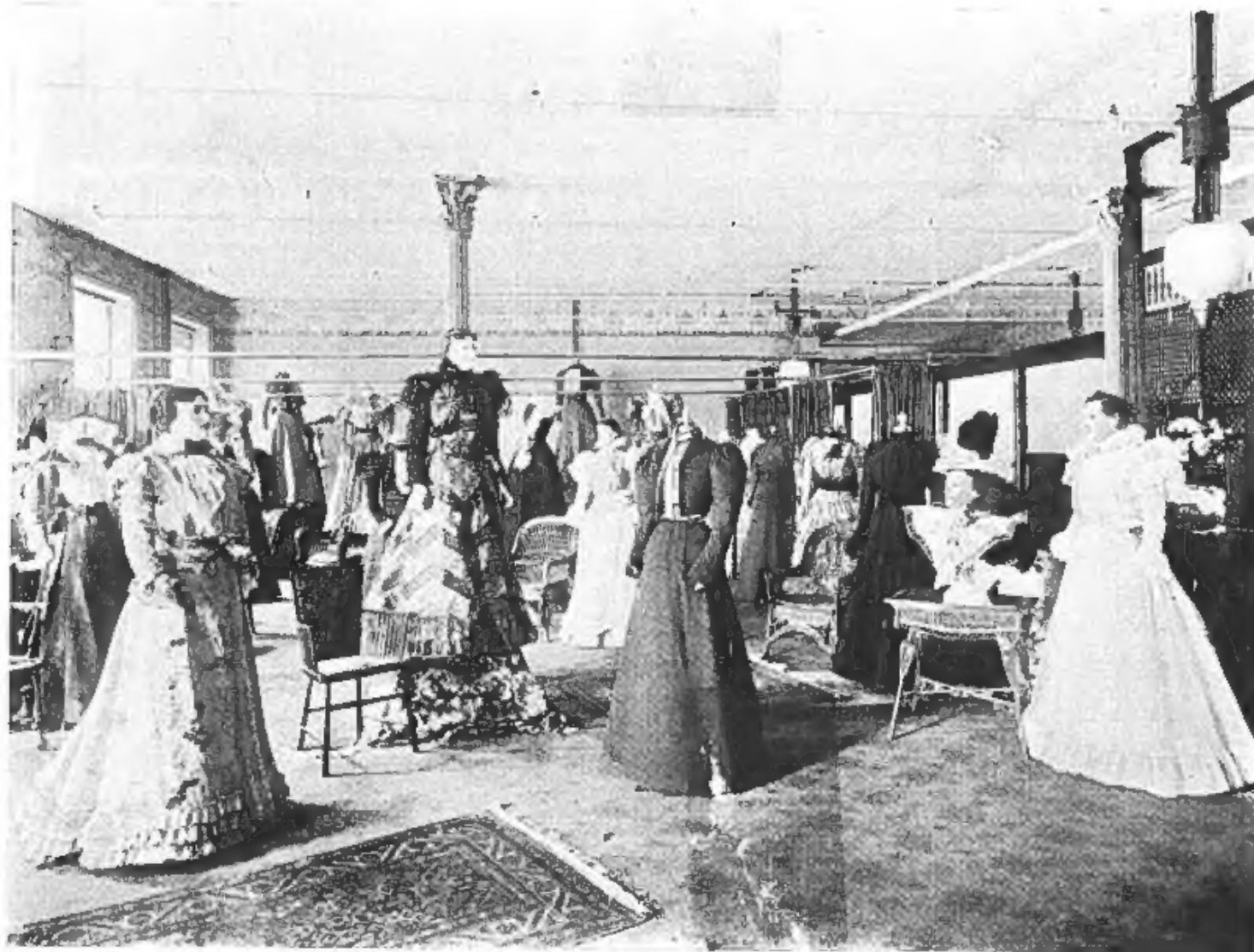
## The Wholesale Department.

The wholesale department, in charge of Mr. William Fairbairn, was commenced in 1867 at the same time as the retail; and eleven traveling men now regularly cover the territory of Western New York and Pennsylvania and the States of Ohio, Michigan, Indiana, Wisconsin and Minnesota. The advantage of the combination of our retail trade with the immense output of the jobbing business is obvious, as it more than doubles our influence in the markets.



KITCHEN.—SECTION.





DRESS-MAKING PARLORS.

(THIRD FLOOR.)

"Where, in proud Scotland's royal shield  
The ruddy lion ramped in gold."

—Marmion.

